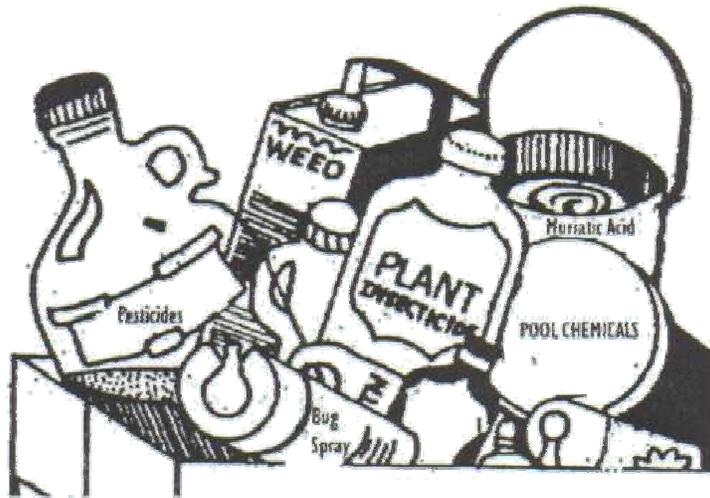


**ADVERTISING AND PUBLIC EDUCATION GUIDE FOR  
HOUSEHOLD HAZARDOUS WASTE IN TENNESSEE**



**TENNESSEE DEPARTMENT OF ENVIRONMENT AND CONSERVATION  
DIVISION OF SOLID WASTE MANAGEMENT**

Division of Solid Waste Management  
Problem Waste Section  
5th Floor, L&C Tower  
401 Church Street  
Nashville, TN 37243-0455  
(615) 532-0445



The Department of Environment and Conservation is committed to principles of equal opportunity, equal access, and affirmative action. Contact the EEO/AA/ADA Coordinator, 615-532-0103 or the ADA Coordinator, Isaac Okoreeh-Baah, 615-532-0059 for further information. Hearing impaired callers may use the Tennessee Relay Service, 1-800-848-0298.

This public document, Authorization 327xxx, 500 copies, was promulgated at a cost of \$0.xx per copy. October 1997.



Printed on recycled content paper with 10% post consumer content.

# TABLE OF CONTENTS

## **Planning the Event**

## **Advertising the Event**

- Types of Advertising

## **Hosting Successful Events**

- Comprehensive Collections

## **Educating the Public**

## **Appendices**

- A. Examples of Good Advertising
- B. Press Releases
- C. Public Service Announcements
- D. Sample Email
- E. Timetable for Publicity
- F. Teacher Fact Sheet

## **Planning the Event**

The first step in planning a Household Hazardous Waste (HHW) Collection is choosing the date and location of the event. Factors to take into consideration are other events going on in the county or in your area on the same day, weather conditions, other household hazardous waste collections in neighboring counties, and what times of year your residents have time to do "Spring" cleaning.

Try to avoid days when citizens will have to choose between the HHW collection and another event and look for days when you can piggyback on an event with an environmental theme. In some cases having events going on simultaneously can help the participation, e.g. Tennessee Great American Cleanup, Adopt-a-Highway kickoff, opening of new recycling center, Earth Day, America Recycles Day, etc. In other cases having your HHW collection compete with other large events going on in the county can hinder participation, e.g. major sporting events, festivals and fairs, and school activities. Care should be taken to avoid having HHW collections on days on which there will be a large tourist population in town and the residents will want to avoid the traffic, such as race days. There are two different strategies you can use when planning your HHW collection in conjunction with neighboring counties. You can try to get several on the same day, preferably with the same beginning and ending times to generate media interest and possibly money savings on advertising. Alternatively, you can try to schedule the events with one county in the Spring and a neighboring one in the Fall to give your residents two opportunities throughout the year to dispose of their HHW. To schedule a collection please call the Household Hazardous Waste Coordinator at (615) 532-9265.

The location where you have the collection needs to be large enough to accommodate the number of participants you are expecting, have easy access from the road, and be a location that the majority of your residents would know. In addition, to serve the needs of the contractor the site must have accessibility to a toilet facility and if possible to a grounded, 110-volt electrical outlet.

Volunteers are an excellent resource the county should consider utilizing the day of the collection or in the weeks prior. Experience shows that volunteers are especially helpful in making sure the collection is well publicized and runs more smoothly.

## **Advertising the Event**

Once a date is set for your county's Household Hazardous Waste Collection, the next step to consider is advertising. The right kind of advertising for your county can make all the difference in the success of the event. Most importantly, the residents need to understand the seriousness of hazardous materials in their home and why they should be disposed of properly and safely. This can be accomplished by year-round education that will effectively convince people to drive across town to participate. Advertising the actual event then gives people the information they need to act on their understanding of HHW.

All advertising should include the time, date, location, sponsors (including the host county and the Tennessee Department of Environment & Conservation), examples of acceptable materials, the list of non-acceptable materials, and the fact that only households are allowed to participate in the program. Whenever possible, the advertising should encourage citizens who have never participated before to bring their waste to the collection.

If you feel that your county residents may not readily identify with the term "household hazardous waste," you may wish to advertise the collection in terms that have more meaning such as "paint and old gasoline" or "household chemicals."

Surveys taken at HHW collections across the State show that newspapers are generally the most effective way to advertise the event. News articles, especially when accompanied by a picture are far more effective than advertisements. However, if your community does not have a local paper or you know that most of the citizens rely on electronic media for news and information, then radio may prove to be more effective. Your county may also benefit from the many other methods of advertising discussed later in this section. The counties that have consistently had the best participation use an integrated approach to advertising to reach a large portion of the population.

Often, organizations within the county are willing to underwrite the cost of some of the advertising. You know your county best. Tap into some of these resources. Community organizations may also provide volunteers to hang flyers or direct traffic the day of the event. Look around your community and see what is available. Good places to try are the Tennessee Valley Authority, the University of Tennessee Agricultural Extension Service, Keep America Beautiful Affiliates, Chambers of Commerce, waste hauling and disposal companies, local civic and conservation groups, and recycling companies.

Newspaper advertising is an excellent way to reach a mass audience over a large geographic area. It also provides a tangible ad that can be saved for future reference.

Press releases should be presented in the correct format. All press releases should be typed double-spaced on one side of letter sized paper, on letter head if possible, with a 1.5" margin on the bottom and sides and 2.5" margin on the top. The release should be dated and must include the date when the "news" should be released to the public. Always include the name, address, and phone number of the contact person. It is often helpful to include the home number of the contact. At the end of the release, center ###, -30-, or -<author's initials>- to indicate that the release is concluded. For 2-page releases type -more- at the bottom of the first page and place an identifier at the top of page 2. Staple multiple releases together.

A series of sample press releases are included in this package. If the newspaper does not choose to publish the releases, it may wish to write its own article from the information provided. Household hazardous waste collections are important community events and are newsworthy. Making a personal contact with someone at the newspaper can be helpful. Additionally, articles lend credibility to the collection. Press Release One announces the HHW collection to citizens and explains its purpose. This should be sent to the newspapers in your county as soon as possible. Explain to them what you are doing and ask them to run this release or something similar to announce the collection. Press Release Two is an explanation of acceptable items and how to bring them. This should run in the newspapers three weeks before the collection. Press Release Three explains management practices and reasons for proper disposal. Ask newspapers to run this release two weeks before the collection. Press Release Four describes the preparations for the collection. This should run in the newspapers the week of the collection. Press Release Five reports the disposition of the materials. This or a similar follow-up article should run soon after the collection.

Radio is an excellent medium to reach a target audience. It provides many of the same positive attributes as television such as sound and intrusiveness but is much less expensive. Local radio stations often broadcast information about the collection event as a public service announcement (PSA) without charging the county. Additionally the radio stations will often include a small blurb in the "Community Events Calendar." If the radio station is unwilling or unable to run the ads free, past experience shows that the money would be better spent on other forms of advertising such as newspaper ads, flyers, or posters.

To receive the best response from the radio station, PSA's should follow a general format. Using letterhead for a PSA will help to get it noticed. They must be typed in all capital letters and double spaced on letter sized paper. The PSA should be written as a script and flow well when read out loud.

Examples of two possible PSAs are in Appendix B. The second PSA can be modified to use as a crawler (explained later) to run on cable stations and electronic signs as well.

Flyers are an excellent method of advertising because they are generally easy and inexpensive to create. Like newspaper ads they are tangible but can provide information that is more detailed. Several examples of flyers are included in the package. Additionally, many of the newspaper ads could be used as flyers. Flyers should be placed in high visibility areas such as retail store entrances/exits, on employee bulletin boards at manufacturing facilities, and on community bulletin boards at places such as the post office, the court house, the Department of Motor Vehicles, etc.

Below are some creative methods to reinforce your message. Many of these options can be obtained free and there is no obligation for the county to use any of them. However, in order for the collection to be a success, people have to know about it and care enough to participate.

Newspapers - If the newspaper has a "News in Brief" section, request in writing to have the collection announced there.

Cable companies - Some cable companies have channels that run messages and advertisements. If your county's local cable company does, go to the cable office and request to have the collection announcement run on the channel.

Electronic sign - If your community has an electronic sign or other signs used to announce community events, inquire about running an announcement about the collection.

Utility Bill Notice - You could put a notice in the county's utility bill or property tax bill announcing the collection or have something about it printed on the bill.

Banners - One community got a soft drink company to sponsor the collection. The soft drink company supplied a street banner to announce the event. Another county requested remnant pieces of vinyl for their banners to reduce the cost. It could read "Household Hazardous Waste Collection Saturday" so that it could be used year after year.

School Notices - You may be able to get the schools in your county to send flyers about the collection home with the children.

Bookmarks - Libraries may be willing to place bookmarks that advertise the collection in all of the books checked out of their public library. Local bookstores may also be willing to participate in a similar endeavor.

Convenience Centers - If your county uses manned solid waste convenience centers for residential garbage collection, the center attendant could pass out flyers about household hazardous waste during the month prior to the collection.

Church bulletins - Consider running an announcement of the collection in church bulletins.

Bank Statements - Many locally owned banks will print a notice on their customers' monthly statements.

Multi-County Cooperation - Consider combining resources with neighboring counties (especially those in the same Solid Waste Planning Region) when they have collection within a few months of each other. Counties often share the same TV and radio markets as well as the same newspapers.

HHW Hotline - Establish a "HHW Hotline" for questions. This can be staffed by well-informed volunteers or county employees that understand that only household wastes will be accepted.

Speakers - Have speakers for local civic organizations, community clubs, conservation and recycling clubs, school assemblies, church clubs, etc.

Door Prizes - Appeal to local businesses and organizations for donations to be given away as door prizes to participants in the collection.

Computer Log-in Notices - Contact the county or local businesses that are on a large network to post a notice of the collection on their network computers each time an employee logs-on.

Email - This is another great method to get information to a large group people on the same network. This works especially well in informing all the county employees.

Web Site - Advertise the collection on the county's web site or perhaps on the web site of the location that is hosting the event.

## **Hosting Successful Events**

Experience has shown that comprehensive collections which include tires, white goods, recyclables, computers etc. have much better participation. Counties have had such great success with this we have decided to devote an entire section discussing it.

Anderson County collects tires and fluorescent tubes at their collections. The county first considered doing this when the number of fluorescent tubes being turned away at their HHW collection became significant. Consequently, the county contacted Southeast Recycling Technologies, Inc., began collecting the mildly hazardous material at its collection, and continued to do so throughout the year. It costs the county \$0.18 per four foot tube and \$0.30 per five foot or larger and u-shaped tubes. This is a benefit both for the residents because the waste handlers would not accept them and for the environment. In addition to fluorescent tubes, the county generally collects between 75 and 100 tires at the collection. Anderson County has consistently been among the counties with the highest participation rates in the State.

Giles County's HHW collection is conducted simultaneously with a trash amnesty day sponsored by the City of Pulaski. Most participants have both hazardous and non-hazardous waste to dispose of. This came about after a new ordinance was passed requiring residents to keep their yards tidy. Although the trash pick-up is supposed to be open to only Pulaski residents, the sanitation workers generally do not turn anyone away. Hosting both events at the same time at least partially aided in the increased participation rate from 1.23 % in 1997 to 2.06 % in 1998.

Lincoln County began doing their HHW collection in conjunction with the Great American Cleanup. They found it a cost saving for advertising and a way to increase participation for both events. They typically have participation rate near 2 % and go through over 1,200 trash bags. In return for participating, t-shirts and refreshments are provided. They just received an award for it at the Keep Tennessee Beautiful Conference.

Shelby County hosted their collection in 1999 in conjunction with America Recycles Day. The amount of household hazardous waste collected nearly doubled from the year before. The county set up an area near the collection site to accept cardboard, paper, aluminum, glass, and plastic for recycling. To promote America Recycles Day compost bins and books were given away as prizes for those participating. The

county also passed out America Recycles Day pledge cards for participants to fill out while waiting in line to dispose of their HHW. The pledge cards were then collected and entered in the national drawing for a house constructed from recycled content.

Williamson County had a participation of 3.34%, the highest the State has seen, when they hosted a computer collection in conjunction with their Household Hazardous Waste Collection. Approximately 14,500 lbs. of computers, computer components, and electronics were collected and sent to Oak Ridge National Recycle Center. In addition to the computers, over 62,000 pounds of household hazardous waste were collected making this a hugely successful event. That is an increase of over 10% from the previous year. There was a cost associated with this collection. The county felt the benefits far outweighed the costs and the citizens showed their support.

## **Educating the Public**

Publicizing for the collection is important, but even more important is public education. Experience has shown us that despite good advertising, the public will not participate in HHW collections unless they first understand the danger in storing unwanted hazardous materials and the consequences of improper disposal. Therefore, public education on HHW should be done throughout the year. The Division of Solid Waste Management has published "Pathways to Solid Waste Education" as a comprehensive guide for year-round education of adults on a wide range of solid waste issues. Also available through the Division is the brochure "Household Toxics Anything Scary Lurking Around Your House?" Below are examples of what some counties have done to educate their residents.

**Appalachian RC&D representing Carter, Greene, Johnson, Sullivan, Unicoi, and Washington Counties** - The coordinator for these counties feels the "regional approach works!" These counties host their collections over two consecutive weekends. The counties benefit by sharing publicity costs. The same newspaper publications and radio media service this entire area so in turn they also benefit by reporting HHW collections during one part of the year and not multiple times for different counties. Therefore, the media is willing to devote more space and time to publicizing the collection. Collectively these counties distribute 27,000 bookmarks that include on one side dates, locations, and contact information for the collections and on the other side a list of acceptable items. With help from their local Keep America Beautiful affiliates they hang 700 (11" x 17") posters in public county offices, paint stores, county convenience centers, Chambers of Commerce, etc. They spray many of the posters with a waterproof sealer and hang them on recycle bins throughout the counties. In addition, the coordinator developed a detailed brochure that is used for early publicity and year-round education. Each year the coordinator and staff set up a booth for three days at the Kingsport Homebuilders Association Conference. Fortunately, the Kingsport Homebuilders Association understands the importance of properly disposing of the many of the hazardous materials that go into homebuilding and they provide booth space free of charge. After the conference any left over brochures and bookmarks to be passed out go to small paint dealers, hardware stores, and pharmacies. The coordinator got a "deal" from a very supportive local cable group on the production of a TV public service announcement using a local Barney Fife type of character to be on the hunt for HHW. Each year they are able to change the tag line to accommodate the new dates. In keeping within the limited available funds, the audio becomes a radio PSA. The one power company that services these counties prints a brief message that states the date and location of the collection, a contact phone number, and a description of a HHW collection. They run a series of News Releases several weeks before their collections and concentrate the subject matter to something they feel is very important in that area, poison prevention. Several local environmental groups including; the Sierra Club, Mt. Biking Club, and Eastman Chemical print an article about HHW in their newsletter. The coordinator also utilizes easy and convenient email distribution to notify over 400 persons about their coming HHW collections. Many of the communities in that area maintain a web site

that posts the HHW collection in their "Calendar of Events". Since 1994 these six counties' HHW collections have had over 9000 participants and collected over 483,116 pounds of HHW.

**DeKalb County** - The coordinators secured door prizes from local businesses and schools including: biodegradable antifreeze, recycled electric fence posts, re-refined oil, oil absorbent, oil storage and drain pans, \$50 savings bond, school sweat suit, cap, and utility bag, and various other items. Not only did the county offer incentives for participation, but also the door prizes they offered had potential to educate their citizenry about environmental issues. **Fentress, Giles, Pickett**, and a few other counties have all tried this method to increase participation.

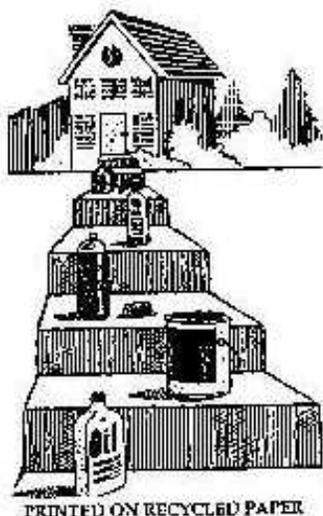
**Marshall County** - Marshall County's participation has grown to over 2% by their year round public education efforts. The county has found it beneficial to host the collection on the second Saturday in June every year allowing the residents to become used to that being the time of the year to dispose of their HHW. (Keep in mind events are first come first serve. It is important to get on the schedule early if you plan to host your county's collection the same time each year. To see an on-line schedule go to [www.state.tn.us/environment/swm/hhw/hazcoll.shtml](http://www.state.tn.us/environment/swm/hhw/hazcoll.shtml). In addition to advertising in the county paper, which is published once a week and sent to every resident, and running public service announcements on the local radio stations the county recycling coordinator takes time to talk to all K-5 graders about HHW, solid waste, and recycling. He passes out brochures during their annual Oktoberfest, River Clean-up Day, and Litter Pick-up Day, which are some of the biggest events in the county. Several local organizations (i.e. Kiwanis and the Rotary Club) take advantage of his willingness to present information to their members. This has proven to be a good way to educate adults.

**Madison County** - Madison County has been successful in increasing their participation by pre-collecting paint. This program consistently services over 200 participants throughout the year. The convenience to the county residents and the increased participation has clearly outweighed the extra responsibility taken by the county convenience centers. Madison County's method of advertising is using informed convenience center attendants to educate residents about HHW and when the next collection will take place, posting notices on utility bills, and running public service announcements on local radio stations. **Washington County** has also had success in pre-collecting paint. Counties may wish to consider a "Drop and Swap" for their residents' paint the week before the collection. Refer to the Policy Guide for complete details.

## Appendix A Sample Advertisements

**BRING US**  
Your batteries,  
your  
paint,  
your  
poisons,  
your  
hazardous  
wastes  
destined  
to be  
thrown  
away...





### Household Hazardous Waste Collection Location to be announced in May Saturday, June 1 8:00 a.m. to 4:00 p.m.

**Items accepted:** Batteries, Brake Fluid, Herbicides, Pesticides, Rat Poison, Solvents, Pool Chemicals, Drain Cleaners, Oven Cleaners, Spot Removers, Tile Cleaners, Furniture Polish, Metal Polish, Kitchen Cleaners, Bathroom Cleaners, Paint, Paint Thinners, Paint Strippers, Spray Cans, Lacquer, and Wood Preservatives, Computers, Florescent bulbs.

**Items NOT accepted:** Tires, Trash, Ammunition, Business & Industrial Waste, Explosives/Fireworks, Medical Waste, Flares, Smoke Detectors, Radioactive Material, Gas Cylinders, or any waste generated from a business.

Sponsored by Public Works, Safety Kleen, & State of Tennessee  
For more information call 862-8620

Date: June 2, 2007

Time: 10:00 a.m. to 2:00 p.m.

Sam Davis Park in Pulaski

Sponsored as a public service by:  
Tennessee Department of  
Environment and Conservation–  
Tennessee Department of  
Transportation– Keep America  
Beautiful Giles County Highway  
Department-BFI/Allied Waste-Sun  
Drop-Interlocal Solid Waste  
Authority-University of Tennessee  
Extension

Remember.....

Small amounts of latex can be  
dried up and thrown away in  
the regular garbage.

Alkaline batteries are no longer  
manufactured with mercury  
and should be thrown away in  
the trash.



# Household Hazardous Waste Collection Event

Now's your chance...

You can dispose of all those left over household chemicals, lawn and garden products and automotive materials that you've never known what to do with.



It's **FREE!!!!**

No limit to the amount of HHW you can bring.

No explosives, medical waste, or radioactive materials accepted.

Residential Waste only

## Household Cleaners

Drain Openers  
Oven Cleaners  
Wood, Metal Cleaners & Polishes  
Toilet Bowl Cleaners  
Disinfectants

## Automotive Products

Oil & Fuel Additives  
Grease & Rust Solvents  
Air Conditioning Refrigerants  
Starter Fluids  
Fingernail Polish Remover  
Used Oil  
Carburetor & Fuel Injector  
Cleaners

## Lawn & Garden Products

Herbicides  
Pesticides  
Fungicides

## Home Maintenance Products

Paint Thinner & Wood Preservatives  
Paint Strippers & Removers  
Adhesives

## Miscellaneous

Antifreeze/Coolants  
Aerosols/Compressed Gas  
Pool Chemicals  
Photo Processing Chemicals  
Medicines & Drugs

# Household Hazardous Waste Collection Day

Obion County Recycle Center  
1003 B Mt. Zion Rd. Union City, Tennessee



**Saturday, May 19, 2007!!!  
8 am to 1 pm!!!**

**Questions? Call 731-885-8109**

Collection Day is sponsored by Obion County and the Tennessee Department of Environment and Conservation.

**The collection site will accept:**

- Household cleaners and metal cleaners.
- Paint and other home improvement products.
- Lawn and garden products.
- Automotive products

**The collection site will not accept:**

- Medical wastes, radioactive waste, vegetable oil, explosives or wastes from businesses, schools, farms or churches.
- Large Home Appliances such as stoves, refrigerator, etc.

**Remember....**

Keep waste in original containers. Do not mix chemicals.

**Did you know?**

Small Amounts of latex paint can be dried until solid and thrown away in your regular garbage.

**What do you do  
with your  
household  
hazardous waste?**

The collection site will accept:

- Household cleaners
- Paint thinner, stripper, adhesives and other home improvement products.
- Herbicides, Pesticides, fertilizers and other lawn and garden products.
- Used oil and gasoline and other automotive products.
- Pool chemicals, aerosols and electronic waste, and fluorescent bulbs.

The collection site will not accept:

- Medical wastes, radioactive waste, vegetable oil, explosives, empty containers or wastes from businesses, schools, farms or churches.
- Large home appliances such as stoves, refrigerators, etc.

Remember.....

- Small amounts of latex paint can be dried up and thrown away in the regular garbage.
- Alkaline batteries should be thrown away in the garbage.

## **Household Hazardous Waste Collection Day**

**Obion County Recycle Center  
1003 Mt. Zion Rd. Union City, Tennessee  
Saturday, May 19, 2007 8 a.m. to 1 p.m.**

You protect the environment and sanitation workers when you bring harmful wastes from around your home to the collection site. This helps keep those wastes out of the regular trash and landfill.



**Collection Day is sponsored by  
Obion County and the TN Dept. of  
Environment and Conservation.**

**Questions? Call 731-885-8109**



# Regional Household Hazardous Waste Collection

- April 28, 2007– **Sullivan County**-Sullivan Central High School parking lot  
Contact-Pam Cox 392-8814 or Marvin Johnson 279-2879
- May 12, 2007- **Johnson County**- Johnson County Transfer Station Mountain City  
Contact-Clifton Dunn 423-727-7929
- Washington County**-Science Vocational Parking Area,  
Liberty Bell Blvd., Johnson City  
Contact– Charles Baines 423-753-1652

Each collection site will be open from 9:00 am to 2:00 pm  
Collections are organized by the Appalachian RC&D Council [www.appalachianrcd.org](http://www.appalachianrcd.org)  
with assistance from these sponsors:

State of Tennessee-Department of Environment and Conservation  
NE-TN Keep America Beautiful Affiliates  
NE-TN County Governments  
TVA– Resource Stewardship

Tennessee Residents can utilize this free service in any county hosting a disposal day.  
“USDA is an equal opportunity provider and employer.”

**New Items now Accepted:** Electronics-CRT's ( i.e. computer monitors and TV's) CPU's, computer peripherals, Fluorescent bulbs .

**From the House:** Household Chemicals, Polishes, Medicines.

**From the Garage:** Gasoline/Kerosene, Used Auto Fluids, Car Batteries  
(call 1-800-287-9013 to find year-round motor oil disposal sites).

**From the Yard:** Pesticides/Herbicides, Pool Chemicals, Fertilizer

**From the Workbench:** Paint Products (latex paint can be dried and put into landfill), Rust/wood preservatives.

**Not Allowed:** Commercial or Business Items, Medical or Radioactive Wastes, Explosives, or Fire Extinguishers.

**Appendix B**  
**Sample Press Release One**

<date>

Contact: <name>  
          <phone number>

Release: For Immediate Release

Subject: A Clean and Safe County

HELP KEEP <COUNTY> COUNTY CLEAN AND SAFE BY PROPERLY  
DISPOSING OF YOUR HOUSEHOLD HAZARDOUS WASTE

<Name> County will be hosting a Household Hazardous Waste Collection Event  
Saturday, <date> at <location> from <time> to <time>. Show your support for keeping  
Tennessee clean and safe by properly disposing of your household hazardous waste.

You are probably thinking "I don't have any hazardous materials in my home".  
Surprisingly, almost everyone handles hazardous materials from time to time. Soon will  
be a chance to rid your house of hazardous waste. Everyone is encouraged to participate  
by gathering old cleaners, oil-based paints, fuels, pesticides, automotive fluids, etc.  
Many of these items are flammable, corrosive, reactive, or toxic and should not be  
thrown in the garbage. Only households are allowed to participate. No explosives,  
radioactive materials, medical wastes, or commercial wastes will be accepted.

- more-

-cont'd-

This is a great opportunity for you to make a difference. By safely disposing of these materials, you are protecting the environment and others from being harmed.

For more information about the Household Hazardous Waste Collection, call <contact name> at <phone number> or to learn of permanent used oil collection sites in your county please call the Used Oil Hotline at 1-800-287-9013.

-stop-

**Appendix B**  
**Sample Press Release Two**

<date>

Contact: <name>  
<phone number>

Release: For Immediate Release

Subject: Safely Dispose of Hazardous Waste

HERE'S YOUR CHANCE TO SAFELY DISPOSE OF HAZARDOUS WASTE

By now, you have probably figured out that the garbage man won't accept those left over pool chemicals and you've been forced to store them until who knows when. Fortunately, <name> County is hosting its <first> annual Household Hazardous Waste Collection Event on Saturday, <date> from <time> at <location>.

**What to bring:** All households are encouraged to participate. Some items that will be accepted are oil-based paints, aerosols, pesticides, automotive fluids, rechargeable batteries, and cleaners. No explosives, radioactive materials, medical waste or commercial wastes will be accepted.

-more-

-cont'd-

**How to bring it:** Line your trunk with plastic or newspaper. Store all hazardous materials in closed containers. Containers with the original label are preferable. If the material is unknown please give the attendants working the event as much information about it as possible.

Upon arriving at the event please stay in your vehicle and allow the contractors to empty your trunk of hazardous wastes. This will keep traffic moving steadily and wait time down to a minimum. Before leaving, you will be asked to take a short survey regarding your participation in the event.

This is a good opportunity to dispose of household hazardous waste in a safe way. Start preparing for the event today by looking around in your closets, basement, garage, cabinets, and outbuildings to see what you need to dispose of at the event. You can also bring household hazardous waste for your friends and relatives who cannot attend.

For more information about the Household Hazardous Waste Collection, call <contact name> at <phone number> or to learn of permanent used oil collection sites in your county please call the Used Oil Hotline at 1-800-287-9013.

-stop-

**Appendix B**  
**Sample Press Release Three**

<date>

Contact: <name>  
          <phone number>

Release: For Immediate Release

Subject: Disposal of hazardous waste

RID YOUR HOME OF UNSAFE MATERIALS

<Name> County and the Tennessee Department of Environment and Conservation are preparing for their <first> annual Household Hazardous Waste Collection Event. Are you? The Event will take place Saturday, <date> from <time> to <time> at <location>.

The mobile collection program was established in 1993 to provide a safe means of disposal for household hazardous wastes. There are many reasons to properly dispose of household hazardous waste. One reason is that improperly stored hazardous products in the home may increase the risk of poisoning or injury. Also, disposing of hazardous waste in ordinary trash may injure sanitation workers because some products are chemically incompatible and may cause fires in dumpsters or garbage trucks. Examples of these are household cleaners, oil-based paint, aerosols, pesticides, rechargeable batteries, used automotive fluids, pool chemicals, and many more household products that are no longer useable.

-more-

-cont'd-

To manage household hazardous waste in the best possible way, households can do a number of things. One is to buy only the quantity of a product needed or share leftovers with a friend. Another is to buy less hazardous products. Finally, store household hazardous waste carefully until <name> County's Household Hazardous Waste Collection Event.

For more information about the Household Hazardous Waste Collection, call <contact name> at <phone number> or to learn of permanent used oil collection sites in your county please call the Used Oil Hotline at 1-800-287-9013.

-stop-

**Appendix B**  
**Sample Press Release Four**

<date>

Contact: <name>  
          <phone number>

Release: For Immediate Release

Subject: Disposal of hazardous waste

REDUCE, REUSE, "SPRING CLEAN".

It's that time of the year again! It may not be springtime but it is time for "spring cleaning". So, start preparing today for <name> County's Household Hazardous Waste Collection Event by getting rid of all those hazardous chemicals you have been accumulating the past year. The Tennessee Department of Environment and Conservation and <name> County are partnering up to help you safely dispose of your household hazardous waste.

The Event will take place Saturday, <date> at <location> from <time> to <time>. Clean Harbors Environmental Services will be present to accept your old oil-based paint, pesticides, household cleaners, aerosols, rechargeable batteries, pool chemicals, used automotive fluids, etc. Radioactives, explosives, medical wastes or waste generated from a business will not be accepted. Pack your vehicle carefully to prevent spills! For your safety, you should stay in your car while Clean Harbors employees unload your

-more-

-cont'd-

household hazardous wastes.

This is a great opportunity to safeguard your homes from potentially dangerous chemicals while protecting the environment. For more information about the Household Hazardous Waste Collection, call <contact name> at <phone number> or to learn of permanent used oil collection sites in your county please call the Used Oil Hotline at 1-800-287-9013.

-stop-

**Appendix B**  
**Sample Press Release Five**

<date>

Contact: <name>  
          <phone number>

Release: For Immediate Release

Subject: Disposal of hazardous waste after the Collection Event

EVENT ENSURES PROPER DISPOSAL OF HOUSEHOLD HAZARDOUS WASTE

"Where does it all go?" Many people asked this question at the Household Hazardous Waste Collection Event held last Saturday at <location>.

The county and Tennessee's Department of Environment and Conservation sponsored the event. Clean Harbors Environmental Services has a contract with the state to collect and dispose of the waste, but what does Clean Harbors do with it?

Nickel-cadmium (rechargeable) batteries and mercury are recycled.

Fuel blending is a method used to recover energy value from wastes. Paints, kerosene, used motor oil, gasoline, solvents, and other flammable or combustible liquids are blended to make a fuel for industrial kilns or boilers.

-more-

-cont'd-

Some liquids such as antifreeze and cleaners are treated to make their hazardous parts immobile.

Most pesticides, aerosol cans, cleaners, waxes, and solid flammable materials (not suitable for fuel use) are burned in special high temperature incinerators equipped with monitoring instruments and air pollution control devices.

Materials that are not suitable for other disposal methods may be placed in a secure chemical landfill. This is also used for residues produced by other treatment methods.

-stop-

**Appendix C**  
**Sample Public Service Announcements**

**PSA 1- 45 Seconds**

DO YOU NEED TO GET RID OF THOSE OLD CLEANSERS UNDER YOUR SINK OR THAT LEFT OVER PAINT TAKING UP SPACE IN YOUR GARAGE? HOW ABOUT THAT CAR BATTERY YOU REPLACED LAST YEAR? WELL, GATHER UP ALL YOUR HOUSEHOLD HAZARDOUS WASTES AND BRING THEM TO \_\_\_\_\_ COUNTY'S ANNUAL HOUSEHOLD HAZARDOUS WASTE COLLECTION EVENT. IT'S SO EASY! YOU DON'T EVEN HAVE TO GET OUT OF THE CAR. THE EVENT WILL TAKE PLACE \_\_\_\_ (DATE) \_\_\_\_ AT \_\_\_\_ (LOCATION) \_\_\_\_ FROM \_\_\_\_ (TIME) \_\_\_\_ TO \_\_\_\_ (TIME) \_\_\_\_ . ONLY HOUSEHOLDS ARE ALLOWED TO PARTICIPATE IN THIS PROGRAM. HOWEVER MEDICAL WASTES, RADIOACTIVE MATERIALS, AND EXPLOSIVES WILL NOT BE ACCEPTED. FOR MORE INFORMATION, PLEASE CALL \_\_\_\_\_.

**PSA 2 30 SECONDS**

IT'S THAT TIME OF THE YEAR AGAIN... A CHANCE FOR YOU TO SAFELY DISPOSE OF THOSE DANGEROUS CHEMICALS IN YOUR HOUSE. \_\_\_\_\_ COUNTY AND THE TENNESSEE DEPARTMENT OF ENVIRONMENT AND CONSERVATION WOULD LIKE TO ENCOURAGE YOU TO PARTICIPATE IN THEIR ANNUAL HOUSEHOLD HAZARDOUS WASTE COLLECTION EVENT TAKING PLACE \_\_\_\_ (DATE) \_\_\_\_ AT \_\_\_\_\_ FROM \_\_\_\_ TO \_\_\_\_ . ONLY HOUSEHOLDS MAY PARTICIPATE. PLEASE NO RADIOACTIVES, MEDICAL WASTE, OR EXPLOSIVES. FOR MORE INFORMATION, PLEASE CALL \_\_\_\_\_.

## Appendix D Sample Email

From: Lori Munkeboe  
To: TDEC-EVERYONE  
Date: 10/9/00 10:16am  
Subject: Household Hazardous Waste Events

Division of Solid Waste Management Household Hazardous Waste Events will be held this weekend, April 12th in Anderson and Franklin Counties.

Acceptable items include the following: paint (oil and water-based), paint thinners, paint strippers, pesticides, herbicides, oven cleaners, solvents, antifreeze, gasoline, diesel, and all types of batteries including automotive. **Also accepted at this year's events are fluorescent bulbs and electronics such as computer monitors, computer peripherals such as keyboards, printers, mouses, cpu's and televisions.** PLEASE NOTE: Used oil from do-it-yourselfers is NOT considered a hazardous waste IF disposed of properly. It should be turned in for recycling at a local recycling facility. The Division of Solid Waste Management has a list of year-round collection sites located throughout the State. Call 1-800-287-9013 during office hours for the location nearest you.

Items NOT acceptable include microwaves, ammunition, explosives, medical waste, and any item from a school, commercial business, or farm.

For more information regarding times, locations, or other county events, please contact [www.state.tn.us/environment/swm/hhw](http://www.state.tn.us/environment/swm/hhw), or Paula Mitchell at 615-532-9265.

## **Appendix E**

### **HHW Event Timeline for Local Coordinators**

Check items off as you complete them.

#### **As soon as possible**

- Schedule the Event by contacting the Division of Solid Waste Management HHW Coordinator at (615) 532-9265.
- Ask newspapers to run Press Release One in the [Advertising and Public Education Guide for Household Hazardous Waste in Tennessee](#).
- Reserve the event site and appropriate trash receptacles and recycling containers.
- Find an outlet for diverting lead acid batteries and empty propane gas cylinders.

#### **Four weeks before the Event**

- Ask newspapers to run Press Release Two.
- Check with local organizations or school groups to recruit volunteers (possibly for hanging signs, passing out flyers, directing traffic, helping with surveys, and assisting the HHW Contractor on the day of the event).
- Submit your completed Pre-Event Checklist and any advertisements to the HHW Coordinator for approval. FAX (615) 532-0886

#### **Three weeks before the Event**

- Ask newspapers to run Press Release Three.
- If the newspapers will only run one article before the collection event or none at all, try to get something run in the "news in brief" section. PSA Two can be used as a model. Run this PSA in every edition prior to the collection event.
- Buy space and submit an ad now. You will need to run an ad for the event the week before the collection event and the week of the event. (See [Policy Guide](#).) A copy of the ad should be submitted to the Division of Solid Waste Management for approval before the collection event.

#### **Two weeks before**

- Ask newspapers to run Press Release Four the week of the HHW Collection.
- Utilize volunteers to hang signs or pass out flyers at convenience centers or recycling centers.
- Contact radio stations in the county. If you are planning to buy time, do so now. If not, see if you can get PSA Two run on a community events calendar until the HHW Collection.
- If you are going to utilize a cable station or sign, make plans to do it now.
- If you are going to run an announcement in church bulletins, contact churches now.

#### **One week before**

- If you are going to use volunteers, contact them now. Remind them about the HHW Collection. Explain their duties, time of arrival, and location of the event.
- Ask newspapers, radio stations, or television stations to attend the HHW Collection. Perhaps they can take pictures or provide a live broadcast to show the success of the event.
- An effective last minute reminder is to have the newspaper run a photograph on the eve or morning of the event showing a family posing with some examples of HHW or cleaning out their garage. The caption will explain that they are preparing for the upcoming collection event.

**Day of the event**

- Arrive at the event early enough to allow the contractor to set up.
- All local staff and volunteers should attend the Health and Safety Meeting conducted by the HHW Contactor thirty minutes before the event begins.

**After the event**

- Ask newspapers to run Press Release Five or a similar follow-up article.
- Start planning for next year's event and continue year round education about HHW.

---

---

**Resources****TDEC Household Hazardous Waste Program**

[www.tdec.net/swm/hhw/coordinator.shtml](http://www.tdec.net/swm/hhw/coordinator.shtml)

**TDEC School Chemical Cleanout Campaign (SC3) Program**

<http://state.tn.us/environment/sc3/>

Paula Mitchell, HHW Coordinator

Office: 615-532-9265

FAX: 615-532-0886

Mobile: 615-587-5831

[Paula.Mitchell@state.tn.us](mailto:Paula.Mitchell@state.tn.us)

## Appendix F

### Teachers Fact Sheet

What makes these materials hazardous?

- **Toxic**, i.e. poisonous to living organisms, often carcinogenic
- **Corrosive**, i.e., can be acid or base, eats through containers, or burns skin
- **Reactive**, i.e., can explode or produce dangerous fumes when exposed to air, water, or other chemicals
- **Ignitable**, i.e. will burn rapidly or catch fire easily

Hazardous materials shouldn't be thrown away in regular garbage

- can cause injury to sanitation workers
- explode when they mix with other chemicals
- leak on way to landfill or incinerator
- contaminate drinking water or air when they are landfilled or incinerated

Product labels contain key words that identify the level of care the user should take when utilizing the product:

- **Caution**- mild to moderate threat- can cause eye or skin irritation -fatal in doses one ounce to one pint
- **Warning**- moderate threat- can cause injury to eyes, skin, or lungs- fatal in dose of teaspoon to a tablespoon
- **Danger**- extremely flammable, corrosive, or explosive
- **Poison**- highly toxic- fatal dose- taste to teaspoon

Note: non-toxic is an advertising term- is not regulated by government

There are other options to using hazardous products around the home:

- store bought alternatives, e.g. use citrus based furniture stripper instead of petroleum based, use water based products as opposed to solvent based whenever possible
- homemade alternatives
- housekeeping changes, i.e. clean up spills right away, or use non-toxic daily shower cleaner as opposed to harsh shower cleaners

Safety tips

- buy only what you need
- buy the least hazardous product available for the task- ask stores to stock those products- read label!
- follow directions- don't discard packing with important safety information
- don't mix products e.g. bleach and ammonia
- store unused portion in original container, seal tightly, keep away from children and pets
- give unused portion to friend, neighbor, or civic group
- take unusable materials to HHW collection- call 1-800-287-9013 for date and location nearest you or check the website at [www.state.tn.us/environment/swm/hhw](http://www.state.tn.us/environment/swm/hhw).